Quick Notes

from the Idaho Office of Highway Safety

November 8, 2011

Veterans Day!

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129 P: (208) 334-8100 F: (208) 334-4430 - - www.itd.idaho.gov/ohs

2011 Fatalities on Idaho Roads = 132*

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

Happy Veterans Day!

Almost every day I get (I take it back, everyday) I get a law enforcement news release and often it speaks to the tragedy of traffic crashes. The most disturbing news are the fatalities. I also read every fatality report. I appreciate the hard work Joan Benzon of our office does as she forwards this grim news to me. I also appreciate all the effort law enforcement officers put into collecting the crash scene data. It is not an easy job, especially having to review and reflect on the after effects of a horrible crash. I cannot imagine the impact one has when notifying a family they have lost a loved one. I honestly don't know how I would handle that; so my admiration goes to those in our law enforcement ranks who do this job.

Reviewing these fatality reports is not easy for me; but I do believe the sun does rise tomorrow. I know you do as well.

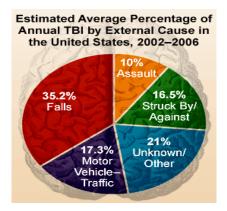
I want to point out the positive!! Please note our fatality count. Can you imagine we are at 132? Last year Idaho had a total of 209 fatalities. I can also share with you we are leading the nation to date with the reduction in the rate of fatalities. This does not happen by the luck of the draw; but it is all of us pulling together to make a difference.

Finally, I want to say thanks to all the veterans who so bravely serve our country. Freedom cannot be taken for granted. Thanks highway safety partners for all you do as we continue *Toward Zero Deaths* in Idaho.

Brent Jennings, PE
Highway Safety Manager
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Traumatic Brain Injury in the US

Always wear your seatbelt and remove tripping hazards in the home. Prevention and appropriate response to TBI can help save lives.



Traumatic brain injury (TBI) is a serious public health issue for Americans.

Each year, TBI contributes to a substantial number of deaths and cases of permanent disability. A TBI is caused by a bump, blow or jolt to the head or a penetrating head injury that disrupts the normal function of the brain. The severity of a TBI may range from "mild" to "severe".

An estimated 1.7 million TBI-related deaths, hospitalizations, and emergency department visits occur in the U.S. each year. Nearly 80% of these individuals are treated and released from an emergency department. TBI is a contributing factor to a third (30.5%) of all injury-related deaths in the United States, or about 52,000 deaths annually. ¹

Data are critical to understanding the impact of this important public health problem. This information can help inform TBI prevention strategies, identify research and education priorities, and support the need for services among those living with a TBI.

There are many ways to reduce the chances of a TBI, including:

- 1. Wearing a seat belt every time you drive or ride in a motor vehicle.
- 2. Never driving while under the influence of alcohol or drugs.
- 3. Wearing a helmet and making sure your children wear helmets.
- 4. Making living areas safer for seniors and children.

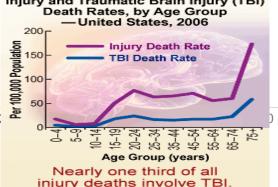
TBI rates vary by age and by sex. Children aged 0 to 4 years, older adolescents aged 15 to 19 years, and adults aged 65 years and older are most likely to sustain a TBI. Almost half a million or 473,947 emergency department visits for TBI are made annually by children aged 0 to 14 years. The rate of Emergency department visits from 1995-2001 period to 2002-2006 period for ages 0-14 increased 6.8 % in the US. Adults aged 75 years and older have the highest rates of TBI-related hospitalization and death. The rate of Emergency department visits from 1995-2001 period to 2002-2006 period for ages 0-14 increased 6.8 % in the US. In every age group, TBI rates are higher for males than for females. *More specifically, males aged 0 to 4 years have the highest rates of TBI-related emergency department visits, hospitalizations, and deaths combined.*

TBI injuries have many external causes. Falls are the leading cause of TBI. In particularly, falls result in 523,043 TBI-related emergency department visits and 62,334 hospitalizations. *TBI rates are highest for children aged 0 to 4 years and for adults aged 75 years and older.*

Motor vehicle—traffic injury is the leading cause of TBI-related death. Motor vehicle—traffic injury rates are highest for adults

Injury and Traumatic Brain Injury (TBI)

aged 20 to 24 years.



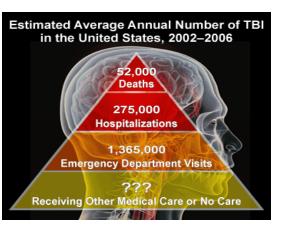
Additionally, there was an increase in TBI-related emergency department visits (14.4%) and hospitalizations (19.5%) from 2002 to 2006. Also, there was a 62% increase in fall-related TBI seen in emergency departments among children aged 14 years and younger from 2002 to 2006. There was an increase

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in fall-related TBI among adults aged 65 and older; 46% increase in emergency department visits, 34% increase in hospitalizations, and 27% increase in TBI-related deaths from 2002 to 2006.

Direct medical costs and indirect costs of TBI, such as lost productivity, totaled an estimated \$60 billion in the United States in 2000.²

This estimate is larger than what has been reported in previous reports, including *TBI* in the United States: A Report to Congress, published by CDC in 2003 and the previous edition of *Traumatic Brain Injury in the United States: Emergency Department Visits, Hospitalizations and Deaths*, published by CDC in 2004 and revised in 2006. The findings show the importance of including ED visits because of the large number of TBIs seen only in that setting, especially among children. Although this report provides data on a wide range of TBIs occurring in the U.S., it still does not capture all of them. Many people recover from their injuries, but each year an estimated 124,626 Americans sustain a TBI resulting in permanent disability.



Thus, TBI prevention, improved acute care and rehabilitation to reduce the likelihood of TBI-related disability, and also increased access to services for those who do not fully recover are critical to improving quality of life of persons following TBI.

Note: CDC analyzed existing national data sets for its report, *Traumatic Brain Injury in the United States: Emergency Department Visits, Hospitalizations and Deaths 2002—2006.* CDC's National Center for Injury Prevention and Control funds 30 states to conduct TBI surveillance through the CORE State Injury Program. TBI-related death and hospitalization data submitted by participating CORE states are published in CDC's *State Injury Indicators Report*.

Idaho Youth Attend 2011 Teen Distracted Driving Summit—Washington, DC



Four Members of the Meridian Mayor's Youth Advisory Council (MYAC) and 2 advisors attended the 2011 Teen Distracted Driving Summit in Washington, DC from October 15-17, 2011. The summit was organized by the National Organization for Youth Safety (NOYS) with AT&T and the Allstate Foundation sponsoring the event. The MYAC team was proud to represent Idaho.

The Summit's focus was to help teens organize and take the lead on a peer-to-peer level. More than 200 traffic safety leaders that included fifty-two (52) youth leaders from across the country and their advisers participated in the Summit. The participating teams

attended a pre-training session and workshops provided by traffic safety expert organizations and companies on October 15 and 16 and attend the National Teen Distracted Driving Summit on October 17. Teams will then implement and support distracted driving prevention efforts in their communities by putting into action what they learned from the Summit trainings and sessions. MYAC is planning a distracted driving event in the near future that is directed towards teens.

Since the tragic death of Kassandra Kerfoot (18) on December 29, 2009, MYAC has worked diligently over the last two years seeking state and local legislation to ban distracted driving. The City of Meridian became the second city in Idaho to pass a texting ban (MCC 7-9-1) in large part due to MYAC's efforts. MYAC continues to actively work on legislation on the State level.

The MYAC members that participated in attending the 2011 Teen Distracted Driving Summit were Janelle de Weerd, Eli Nary, Nicholas Re, and Jennifer Walker accompanied by Allison Kaptein (MYAC Advisor/Parks and Recreation Coordinator) and Sgt. John Gonzales (Meridian Police Department). The trip for the 4 MYAC members and the 2 advisors was made possible through funding by the Office of Highway Safety, Allstate Insurance, and the City of Meridian.

Technicians Welcome!

Mark your calendars for the following car seat check events in the month of November. It would be great to see you there and many of these checks have instructors available to check off your five seats required for recertification! For additional Idaho locations follow the link http://www.nhtsa.gov/cps/cpsfitting/index.cfm.

Monday, November 14thThursday, November 17thSt. Luke's MeridianSt. Luke's Meridian2:00pm - 6:00pm2:00pm - 6:00pm

Call 381-9000 for an appointment Call 381-9000 for an appointment

Thursday, November 10thSaturday, November 19thMeridian Fire Station #3St. Luke's Boise12:00pm - 4:00pm10:00am - 2:00pm

Call 888-1234 for an appointment Call 381-9000 for an appointment

AAA Recommends Car Care Checklist to Prepare for Upcoming Winter Driving

With the change of seasons most people examine their wardrobes. Last season's coat is inspected for wear, and boots, sweaters and wool slacks come out of the closet for scrutiny. AAA reminds motorists that cars also need seasonal checkups.

AAA recommends that motorists use a simple checklist to determine their car's fall and winter maintenance needs. Most of the items on the checklist can be inspected by car owners in less than an hour, but several others should be performed by a certified technician. Click for full article.

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description	
Nov 12, 2011	Alive at 25, Rexburg City Hall, www.idsafedriver.org	
Nov 18, 2011	Alive at 25, Mountain Home High School, www.idsafedriver.org	
Nov 19, 2011	Alive at 25, Kootenai County Fire Station #2, www.idsafedriver.org	
Nov 20, 2011	World Day of Remembrance for Road Traffic Victims	
Nov 24, 2011	THANKSGIVING Holiday	
Nov 19-27, 2011	Impaired Driving, Statewide Traffic Enforcement Mobilization	

Dec 17, 2011 – Jan 3, 2012	Impaired Driving, Statewide Traffic Enforcement Mobilization	
Feb 7 – 20, 2012	Seat Belts, Statewide Traffic Enforcement Mobilization	
Mar 10 – 18, 2012	Impaired Driving, Statewide Traffic Enforcement Mobilization	
Apr 19-30, 2012	Aggressive Driving, Statewide Traffic Enforcement Mobilization	
May 7-8, 2012	2012 Highway Safety Summit, Boise Centre on the Grove	
June 14-16, 2012	Lifesavers Conference, Orlando, Florida, www.lifesaversconfeence.org	
July 19-20, 2012	Northwest Alcohol Conference, Boise, Idaho www.northwestalcoholconference.org	

Quick Reference Guide – click on the topic to go directly to website.

OHS, Office of Highway Safety
ITD, Idaho Transportation Department
NHTSA, National Highway Traffic Safety Administration
FHWA, Federal Highway Administration
2010 Idaho Crash Report

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+P rotection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving		http://www.nhtsa.gov/Aggressive
Motorcycles		http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers